

Note that personalized activity panel **302** may visually differentiate between activities that a user has already added to their account, and suggested activities. For example, the “Watch Movie” activity is displayed with a dark background and white text to indicate that it is a suggested activity (and that the user may thus wish to add it), whereas the other activities listed in personalized activity panel **302** all have a white background with black text, thus indicating that the user has already added these activities.

Further, the evaluation of importance may also be applied in the process of determining which activities should be displayed in the activity feed **304** (and possibly the order in which those activities are displayed). In particular, a certain number of the most recently-added and updated activities may be evaluated based on signals such as those described above, and the most important of the recent activities may be displayed (possibly in the order of importance. Alternatively, it should be understood that activity feed **304** may simply display activities in a time-wise manner as they are added/updated/completed, without adjusting based on the user’s context. In a similar manner, search results (not shown) for an activity search via search/add bar **306** may be displayed based at least in part on importance of the activities located in the search, or may simply be displayed in an order according to one of the many well-known search techniques.

FIG. 3B is another block diagram illustrating features of a user interface, according to an example embodiment. In particular, FIG. 3B illustrates an alternative activity-assistant user interface **350**, which may be displayed via a client device once a user has logged in to their activity-assistant account. Activity-assistant user interface **350** includes some of the same UI elements as activity-assistant user interface **300** of FIG. 3A (e.g., search/add bar **306** and context panel **308** including a number of input mechanisms **310** A-C). However, activity-assistant user interface **350** includes an activity list **352** and a suggested activity list **354**.

In this embodiment, activity list **352** may include only activities that a user has added to their account. Thus, by evaluating signals for each activity a user has added to their account, the activity assistant can determine which activities should be displayed in activity list **352** (and the order in which those activities should be displayed).

Furthermore, suggested activity list **354** may display only suggested activities (which have not yet been added by the user.) Accordingly, the importance of specific activities may also be a factor in the process of determining which activities should be displayed in the suggested activity list **354** (and the order of those activities).

FIG. 4 is flow chart illustrating a method according to an example embodiment. In particular, method **400** may be carried out by an activity assistant in order to facilitate dynamic and flexible and activities. For example, activity assistant server **108** and/or user account server **102** of FIG. 1 carries out a method such as method **400** to facilitate dynamic user interaction with activities via an interface such as the activity-assistant user interfaces of FIGS. 3A and 3B in some configurations.

More specifically, method **400** involves the activity assistant accessing a user-account database and retrieving the one or more account-specific parameters of a selected user account, as shown by block **402**. The activity assistant then selects a next activity, as shown by block **404**, and accesses a global activity database to retrieve the global parameters of a selected activity, as shown by block **406**. Then, for the combination of the selected user account and the selected activity, the activity assistant determines one or more signals based at least in part on the global parameters of the selected

activity and the account-specific parameters of the selected user account, as shown by block **408**. Also as shown by block **408**, each signal provides an indication as to the importance of the selected activity to the selected user account. Accordingly, the activity assistant can then use the determined signals as a basis for determining the importance of the selected activity for the selected user, as shown by block **410**. The activity assistant then causes a graphical display to display one or more of the selected activities in an arrangement that is based at least in part on the importance of the selected activities relevant to one another in some configurations.

With respect to any or all of the block diagrams and flow charts in the figures as discussed herein, each block and/or communication may represent a processing of information and/or a transmission of information in accordance with example embodiments. Alternative embodiments are included within the scope of these example embodiments. In these alternative embodiments, for example, functions described as blocks, transmissions, communications, requests, responses, and/or message may be executed out of order from that shown or discussed, including substantially concurrent or in reverse order, depending on the functionality involved. Further, more or fewer blocks and/or functions may be used with any of the ladder diagrams, scenarios, and flow charts discussed herein, and these ladder diagrams, scenarios, and flow charts may be combined with one another, in part or in whole.

A block that represents a processing of information may correspond to circuitry that can be configured to perform the specific logical functions of a herein-described method or technique. Alternatively or additionally, a block that represents a processing of information may correspond to a module, a segment, or a portion of program code (including related data). The program code may include one or more instructions executable by a processor for implementing specific logical functions or actions in the method or technique. The program code and/or related data may be stored on any type of computer readable medium such as a storage device including a disk or hard drive or other storage medium.

The computer readable medium may also include non-transitory computer readable media such as computer-readable media that stores data for short periods of time like register memory, processor cache, and random access memory (RAM). The computer readable media may also include non-transitory computer readable media that stores program code and/or data for longer periods of time, such as secondary or persistent long term storage, like read only memory (ROM), optical or magnetic disks, compact-disc read only memory (CD-ROM), for example. The computer readable media may also be any other volatile or non-volatile storage systems. A computer readable medium may be considered a computer readable storage medium, for example, or a tangible storage device.

It should be understood that for situations in which the systems and methods discussed herein collect personal information about users, the users may be provided with an opportunity to opt in/out of programs or features that may collect personal information (e.g., information about a user’s preferences or a user’s contributions to social content providers). In addition, certain data may be anonymized in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user’s identity may be anonymized so that the no personally identifiable information can be determined for the user and so that any identified user preferences or user interactions